

Subject: Re: CCA Advocacy & Action 2015 Year-End Review
Date: Thursday, December 10, 2015 1:29:06 PM Pacific Standard Time
From: Laura Hill
To: Jessica Lall

Noted!

Laura Hill
Communications and Policy Manager



South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425

Check out our new website: www.southpark.la
fb.com/southparklosangeles | [@southparkla](https://twitter.com/southparkla)
24/7 DISPATCH: 866-560-9346

From: Jessica Lall <Jessica@Southpark.La>
Date: Thursday, December 10, 2015 10:19 AM
To: Priscilla Hsu <priscilla@southpark.la>, Laura Hill <laura@southpark.la>, Josh Kreger <josh@southpark.la>
Subject: Fwd: CCA Advocacy & Action 2015 Year-End Review

Just a note - I like how this is laid out by topic and clear, succinct achievement. Would be good for sp 2 mailer.

Thanks,

Jessica Lall
Celebrating 10 years
South Park BID

Office: 213-663-1112
Cell: 213-820-0837

Sent from my iPhone

Begin forwarded message:

From: Central City Association <JDanganan@ccala.org>
Date: December 10, 2015 at 10:03:40 AM PST
To: Jessica <jessica@southpark.la>
Subject: CCA Advocacy & Action 2015 Year-End Review
Reply-To: Central City Association <JDanganan@ccala.org>

CCA Advocacy & Action 2015 Year-End Review

Is this email not displaying correctly?
[View it in your browser.](#)



CCA Advocacy & Action 2015 Year-End Review

It has been another stellar year demonstrating CCA's world class advocacy. CCA continues to mobilize business leaders to influence decision makers and shape policy. In 2015 we accomplished a great amount and appreciate the support of our members. CCA looks forward to an exciting and productive 2016.

MAJOR HIGHLIGHTS

Sidewalk Vending

Achievement: **Due to CCA's advocacy a proposal to allow sidewalk vending Citywide has been delayed in order to obtain further analysis and stakeholder input.** CCA has been at the forefront of this policy discussion, mobilizing business leaders to advocate for a reasonable policy that protects brick and mortar businesses and communities. CCA has organized the Coalition to Save Small Business, which consists of over 1,100 members, including small business owners, neighborhood associations, and business improvement districts. CCA will continue to advocate for a community-driven model.

Hybrid Industrial Live/Work Zone

Achievement: CCA has been leading the dialogue regarding this new zone since its inception as the Arts District Live/Work Zone. **Due to CCA's advocacy the zone became more flexible.** Specifically, the art and productive space requirement was reduced and the hotel key limit was increased to 150 keys. The zone will enable new live/work unit construction in the Arts District in Downtown Los Angeles.

Homelessness Advocacy

Achievement: CCA released a White Paper regarding homelessness and circulated it to City, County and State elected officials and staff members. **Due to CCA's advocacy the Los Angeles City Council approved a package of legislation to address the increase in homelessness.** The City Council has made a \$100 million commitment to homelessness and created a new high-level position to exclusively work on this complex issue. The City Council declared a shelter crisis and is developing a Citywide plan to locate storage facilities for homeless individuals personal goods.

L.A. Fast Track Transportation Summit

Achievement: CCA held a half-day transportation conference attended by more than 400 people. The program featured Mayor Garcetti, Uber's David Plouffe, Downtown developers, transportation experts and engineering leaders. Topics focused on the projected growth of Downtown in the coming decades and how our transportation system can respond.

LAND USE HIGHLIGHTS

Park Fee Update/Quimby Reform

Achievement: **CCA has been instrumental at delaying the park fee update.** The proposed update will require all new residential development to pay a park fee. The fee is also being restructured to \$7,500 per unit in for-rent projects and \$12,500 per unit in for-sale projects. CCA is advocating for the update to include a grandfather clause so projects in process do not get surprised with a new fee. CCA does not support a park fee that will act as a disincentive to new residential development.

Building Permit Valuation

Achievement: **CCA engaged high rise developers and the Los Angeles Department of Building and Safety (LADBS) to improve changes to the Construction Valuation Table.** CCA was able to delay implementation of the new valuation and deliver an adjusted total valuation for partially complete project plans. LADBS revised the Construction Valuation Table to include a new index for high rise construction of apartments, hotels, office and retail. The initial proposal valued hotels over 35 stories at \$745 per square foot and due to CCA's advocacy that has been reduced to \$400 per square foot.

Downtown Design Guide

Achievement: CCA is working closely with City Planning to update the guide. The Design Guide is being updated to account for common Downtown planning variances including, street trees and bike parking and location. CCA will continue to advocate for streamlined approvals.

Broadway Signage Supplemental Use District (SUD)

Achievement: **CCA successfully advocated for this creative and smart planning incentive to encourage the upper floors of buildings to be activated and to implement the Broadway Streetscape Master Plan.** The SUD allows for both sign type and sign designs which have historically been found in the area but are beyond what is currently allowed by the Los Angeles Municipal Code.

Clean Up Green Up

Achievement: **CCA successfully advocated for the removal of a signage requirement for new projects that are within 1,000 feet of a freeway.** The failed signage proposal would have forced all new development except, single family homes and duplexes, to disclose health risks associated with living close to the freeway. CCA opposed this requirement because new projects have air filtration and other regulations they must comply with to mitigate freeway adjacency. CCA was also concerned that the signage would negatively impact leasing.

Sign Ordinance

Achievement: CCA is actively involved with the Citywide Sign Ordinance and successfully advocated for revisions. The revised ordinance no longer subjects the grandfathered districts to the new signage takedown provisions.

CEQA Reform

Achievement: **CCA defeated Senate Bill 122 (SB 122).** The bill proposed to add a new section to the Public Resources Code that would create a new alternative method for preparation of the administrative record and establishes an electronic database clearinghouse for CEQA documents. SB 122 would have added more complication and litigation abuse opportunities to the CEQA process. CCA is always working toward CEQA modernization, but this bill did not address the challenges of lawsuit abuse and uncertainty for projects.

HOMELESSNESS HIGHLIGHTS

Senate Bill 608, The Right to Rest Act

Achievement: CCA has organized strong opposition to this misguided bill and it has become a two year bill. Senate Bill 608 would have prevented cities from enforcing sit, sleep and eat laws on public property. The bill claimed to address homelessness but did not provide funds for permanent supportive housing, transitional housing, mental health or drug addiction services. CCA will continue to advocate for sustainable solutions to homelessness.

Storage of Personal Property in Public Areas

Achievement: CCA supported revisions to Section 56.11 of the Los Angeles Municipal

Code which dictates how the City can remove personal property from City sidewalks and other public areas. **CCA supported reducing the posting time on the personal property from 72 hours to 24 hours in order to allow for quicker removal of the personal goods.** The law would limit the amount of goods a person may have and will require tents to be deconstructed from 6 a.m. - 9 p.m. The City Attorney is drafting the law and CCA will continue to mobilize business and community leaders to promote healthy communities.

MOBILITY HIGHLIGHTS

Downtown Parking Policy

Achievement: CCA engaged City Hall leadership to help propel a commercial freight parking policy forward. A pilot program is under discussion while the City reviews best practices in other cities and evaluates the existing reporting and payment program.

Downtown L.A. Mobility Project (DLAMP)

Achievement: CCA has consistently engaged local transportation leaders on the DLAMP project and it has been placed in the Mobility Matrix of Metro's Long Range Transportation Plan. CCA is working with officials to identify funding opportunities for the project.

Bike Share

Achievement: CCA has been instrumental in the implementation of a Bike Share program in Downtown Los Angeles. Working closely with LADOT and Downtown businesses and property owners, CCA helped identify 65 prime locations for the pilot portion of this program. The program is due to begin in Spring 2016.

ECONOMIC DEVELOPMENT HIGHLIGHTS

DTLA: The Future of Urban Retail Conference & Report

Achievement: CCA partnered with the Downtown Center Business Improvement District to produce this conference and report. With 1.8 million square feet of retail space under construction, retail recruitment is critical. Capitalizing on the momentum of the opening of Whole Foods and pending opening of the Bloc, we produced *DTLA: The Future of Urban Retail* – a report on Downtown retail which we released at a full-day conference that drew over 400 retail and real estate professionals from across the country. The event and report have thus far garnered coverage in *Globe Street*, *Chain Store Age*, and *Bisnow* and

generated dozens of follow-up inquiries from retailers and the retail brokerage community.

Comprehensive Jobs Plan

Achievement: CCA is highly engaged with the City Council to develop this plan and has leveraged member expertise to advise policy makers. CCA has developed a comprehensive list of incentives the City could offer to encourage business activity.

Citywide Minimum Wage

Achievement: CCA was the first business group to give conditional support for Mayor Garcetti's proposed increase. Through CCA's sustained efforts, several aspects of the wage have been modified. **CCA led the business community's successful efforts to not have any exceptions to the wage for union contracts.** CCA was also instrumental in having the increase exempted for transitional workers who are formerly homeless or are at-risk youth.

Wage Enforcement Program

Achievement: As part of both the new City and County minimum wages, new enforcement programs are being created. CCA has been instrumental in creating enforcement policies that do not create punitive punishments for businesses that make clerical errors or other mistakes, while still allowing the City and County to go after deliberate thefts.

Copyright © 2015 Central City Association. All rights reserved.
You are receiving this email because you requested to receive notices from the Central City Association.

Our mailing address is:

Central City Association
626 Wilshire Boulevard
Suite 200
Los Angeles, CA 90017

[Add us to your address book](#)

Connect on 

Follow on 

[update subscription preferences](#) | [unsubscribe from this list](#)